

A

Project Report on
CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK



Palamuru University

This project Report submitted in partial fulfillment of the requirement for the award of
the Degree of “*BACHELOR OF COMMERCE*”

2022-2023

Submitted By:

POTHINEPALLY NAGESHWARI (20033006405052)
PULI SANDHYA (20033006405054)
SAKALI MANIKANTA (20033006405055)

UNDER THE ESTEEMED GUIDENCE OF

Mr. VENKAT REDDY

(Lecturer of commerce)



DR.BRR DEGREE COLLEGE
(Affiliated to Palamuru University)

Jadcherla, Mahabubnagar

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK

Submitted by:

POTHINEPALLY NAGESHWARI	(20033006405052)
PULI SANDHYA	(20033006405054)
SAKALI MANIKANTA	(20033006405055)

Of Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.


PRINCIPAL

PRINCIPAL
Dr. B.R.R. Government Degree College
JADCHERLA

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK

Submitted by:

POTHINEPALLY NAGESHWARI (20033006405052)
PULI SANDHYA (20033006405054)
SAKALI MANIKANTA (20033006405055)

Of Dr. BRR Govt. Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B. Com/Certificate.



Dr. K. MANJULA
HEAD OF DEPARTMENT

HOD
Commerce
Dr. BRR Govt. Degree College, Jadcherla

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled
CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK

Submitted by:

POTHINEPALLY NAGESHWARI	(20033006405052)
PULI SANDHYA	(20033006405052)
SAKALI MANIKANTA	(20033006405052)

Of Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any B. Com/Certificate.


(Mr. VENKAT REDDY)

PROJECT GUIDE

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled
CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK

Submitted by:

POTHINEPALLY NAGESHWARI	(20033006405052)
PULI SANDHYA	(20033006405052)
SAKALI MANIKANTA	(20033006405052)

Of Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce , Palamuru University. This project has not been submitted to any other University or Institution for the award of any UGB.Com/Certificate.



EXTERNAL EXAMINAR



INTERNAL EXAMINAR

DECLARATION

We hereby declare that the project work entitled on “**CUSTOMER PREFERENCE ON PAYTM PAYMENTS BANK**” submitted by me to the Department of Commerce is a Bonafide work done by us and it is not submitted to any other university or Institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of **Mr. VENKAT REDDY, (lecturer of commerce.)**

The project embodies the result of original work and studies carried out by us and the contents of the project do not form the basis for the award of any other degree to us.

POTHINEPALLY NAGESHWARI	(20033006405052)
PULI SANDHYA	(20033006405052)
SAKALI MANIKANTA	(20033006405052)

ACKNOWLEDGEMENT

Throughout the process of studying this project we are fortunate to have many people who made in valuable suggestions to improve it. Successful completion of this project is due to their careful supervision and encouragement.

Our sincere thanks to **Mrs. ch. Appiah chinnamma**, Principal Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar for giving us the permission to carry out the project work.

HOD **Mrs. Dr. K. MANJULA** and our project guide **Mr. VENKAT REDDY, (lecturer of commerce.)** for the kind encouragement and constant support extended completion of this project work from the bottom of our hearts.

We are also thankful to all those who have incidentally helped us, through their valued guidance, Co-Operation and unstinted support during the course of our project.

POTHINEPALLY NAGESHWARI	(20033006405052)
PULI SANDHYA	(20033006405052)
SAKALI MANIKANTA	(20033006405052)

INDEX

Chapter No	S.NO	CONTENT	Pg. No
I	1.0	Introduction	10-14
	1.1	Industry Profile	15-16
	1.2	Company Profile	17-22
II	2.0	Review of Literature	23-25
III	3.0	Research Methodology	26-28
	3.1	Need of Study	
	3.2	Scope of Study	
	3.3	Objectives of the Study	
	3.4	Methodology	
	3.5	Data collection Technique	
	3.6	Sample Size	
	3.7	Sample Method	
	3.8	Limitation of Study	
IV	4.0	Data Analysis	29-63
V	5.0	Findings, Suggestions & Conclusion	64-67
		Bibliography	68-68
		Appendix A: Questionnaire	69-73

LIST OF FIGURES

S.No	Particulars
4	Age
4.1	Occupation
4.2	Gender
4.3	Income
4.4	Know about payment banking
4.5	Customer of which bank
4.6	Having paytm payments bank
4.7	How many are you using it
4.8	Type of accounts
4.9	Use of debit card
4.1	Debit card facility
4.11	Using of paytm payments bank on daily basis
4.12	Choosing of paytm payments bank
4.13	Interest in fixed depositing
4.14	UPI Service
4.15	Cyber security measures
4.16	Overall experience of paytm payments bank

ABSTRACT:

Paytm payments bank is the first online payments bank, and launched by paytm, This study mainly deals with the customer perception, their usage levels of paytm payments bank and helps to know about the pay tm payments bank, The paytm payments bank is India's first bank with charge less fee online transactions and also no minimum balance and also it provides free virtual debit card. This study aims at knowing customers perception on Paytm payments banking through a survey which consists of 100 samples in Hyderabad, Telangana.

Keywords: Payments Banking, Paytm payments banking, Digital Banking.

CHAPTER-I

INTRODUCTION:

A payments bank is a new model of banks which was developed by the (RBI) Reserve Bank of India. By stating that these types of banks can accept restricted deposit which is limited to Rs. 100,000 per each customer currently but further it may increase the limit. The credit cards and loans cannot be issued by these banks. Payments banks can operate the current account and savings account both of the accounts. The services like ATM cards, debit cards, net-banking and mobile-banking are issued by payment banks. The below mentioned is the list of active payments bank:

- Paytm Payments Bank
- Airtel Payments Bank
- NSDL Payments Bank
- Jio Payments Bank
- Fino Payments Bank

PAYTM:

Vijay Shekar Sharma in Noida, which is an region adjacent to New Delhi, India's Capital, he was the founder of Paytm which was founded in August 2010, by investing initially of \$2 million into the company. Paytm in its earlier in 2013, started as a prepaid mobile, DTH recharge platform and then entered into landline bill payments, data cards, postpaid mobile. Later on it has launched the Paytm Wallet, which was added as payment option by Uber and Indian Railways in 2014. And from there it has started its online e-commerce with bus ticketing and many online deals. The company has discovered more use-cases in 2015, like Metro recharges, education fees, electricity and water bill payments. It also started powering the payment gateway for Railways of India. Paytm in 2016, launched the ticketing of movies, events and amusement parks, and also the paytm QR and flight ticket bookings. And later it has also entered into rail bookings and gift car

PAYTM PAYMENTS BANK:

The Reserve Bank of India on August 2015, given license to launch the payments bank for the Paytm. The paytm payments bank is a separate entity. The Finance Minister of India, Arun Jaitley has officially inaugurated in 2017, November. Many Prominent banking personalities were included in the inauguration ceremony, also including PV Bhasker, the former RBI Executive Director and capital director Ash Lilani, the Capital Director, GS Sundarajan former director of RBI and By the end of 2018, they were all set to launch over 100,000 banking outlets across India. the bank's branches are yet to touch double digits in coming years however. The Satish Kumar Gupta, a veteran banker has been appointed as a new managing director and CEO by Paytm payments bank. The 11 lakh of deposit have been kept by Paytm payment bank and it provides many number of benefits to the customers like: No account fees and charges

- Risk- free deposits
- Rupay debit card
- Earn interest every month
- Real time updated passbook
- Highly secure and Card benefits
- Free insurance
- Withdraw cash from any ATM
- Accepted online and QR Code on debit card to receive money constantly
- Shop at any store across India

The Digital Debit Card is issued free for every account holder at the time of account opening in the Paytm payments bank. The physical debit card can be requested by the account holders through their Paytm App. the invite-only basis is the availability

Paytm payments bank. In the first phase, they will roll out the limited version of the banking app for their associates and employees. www.paytmpaymentsbanks.com is the website where customers can request or invite or through the Paytm app. And the KYC centers have been setting up by the Paytm payments bank so that, they can help the customers by their KYC done and making themselves eligible for Paytm payments bank account across India.

The Products offered by Paytm payments bank are as follows:

- Fastag
- Savings Account
- Current Account
- Debit & ATM Card
- Paytm Wallet
- NACH
- Food Wallet

INDUSTRY PROFILE:

Payments bank is an Indian new model of banks which was developed by the (RBI) Reserve Bank of India. These banks can accept a restricted deposit, which is presently restricted to ₹100,000 per each customer and may be increased further. These banks cannot issue loans and credit cards. Both current account and savings accounts can be operated by such banks. Payments banks can issue ATM cards or debit cards and provide online or mobile banking. The India's first live payments banks are Airtel and Bharti.

NachiketMor which was heading the committee which was formed by RBI on 7 January 2014, on Comprehensive Financial services for Low-income households and small businesses on September 23, 2013, the final report was submitted by the NachiketMor Committee. The committee has recommended the new category of formation in banks called payments bank. The RBI released the guidelines of draft on 2014, 17 July, pursuing comments for the interesting matters and the public. And the final procedure of guidelines was released by RBI on 27 November for payments bank.

The list of entities was liberated by RBI which was enforced for a payments bank license in February 2015. There were 41 aspirants. the (EAC) External Advisory Committee which was headed by MacheteMor will estimate the functions of license. During the Budget presentation it was declared that the large network to run payments will be posted by India on 28 February 2015. The EAC Committee has provided its conclusion on 6 July 2015. The applicant matters were inspected for the financial history and issues of governance. The RBI had given "in-principle" licenses on 19 August 2015, to the eleven entities to launch the payments bank. Which was valid only for 18 months in reach which the entities must fulfill the compulsions and also they are not to be entered to engage in the actions of banking within the period. The Banking Regulation Act under Section 22 the RBI will allocate full licenses after it is satisfied that the circumstances have been fulfilled. The minimum capital requirement is 100 crore. As per the rules for FDI in private banks in India the first five years, the promoter stake

should remain at least 40%.the Banking Regulation Act, 1949 will supervise the voting rights. This can be exceeding at 14% and also can be raised to 26% by RBI. If there's any accretion which exceeds 5% needs the approval from RBI. According to the guidelines of the Reserve bank of India, most of the board of directors in banks should be consists of the independent directors.

From the starting itself the bank need to be completely networked and can accept the bills of utility. The subsidiaries cannot be undertaken for the non-banking actions. At earlier the deposits will be capped at rs.100,000 per each customer, but it can be exceeded based on the performance of bank by the Reserve Bank of India. These banks have no permission to lend to any person even it includes their directors. In the unbanked rural areas there must be 25% of payment bank branches by naming them as "Payments bank" to be distinguished it from other variety of banks. And these banks must be licensed as payments bank under section22, Banking Regulation Act, 1949 and under the Companies Act, 2013, these banks get registered as public limited company.

COMPANY PROFILE:

On August 2015, Paytm received a license from Reserve Bank of India to launch the payments bank. The Paytm Payments Bank is a separate entity in which founder Vijay Shekhar Sharma

In 2017, Paytm became India's first payment app to cross over 100 million app downloads. The same year, it launched PaytmGold, a product that allowed users to buy as little as Rs.1 of pure gold online. It also launched Bank and 'Inbox', a messaging platform with in-chat payments among other products. Paytm started giving access to merchants to accept UPI and card payments at 0% charge, into their bank accounts by 208. It also launched the 'Paytm for Business' app which is now called Business with Paytm App, allowing merchants to track their payments and day-to-day settlements instantly. This led its merchant base to grow to more than 7 million by March 2018.

Paytm Gold savings plan and Gold Gifting are the two new management products of wealth started by the company, to clarify the long-term savings. By partnering with AGTech to launch mobile games platform Gamepind, Paytm has started investments and gaming and to setup the paytm money with an Rs. 9 crore investment to bring wealth managements products for Indians.

Paytm is based out of Noida, India, as a E-commerce payment of India and was partnered with Citibank to start credit card facility in May 2019.

Paytm offers digital modes like mobile recharges, utility payments of bills, travel, movies and also at grocery stores, fruits, vegetable shops, parking, restaurants, pharmacies, educational institutions there is in-store payment with Paytm QR code. And Paytm in 2022, planning to start its initial public offering (IPO). The company has uses advertisements and paid promotional contents to generate profits and revenues.

INVESTMENTS AND ACQUISITIONS

When coming to acquisitions, the Plustxt, which was started by IIT graduates named PratyushPrasanna, Parag Arora, Lohit which granted fast texting of messages in each Indian language, was acquired by Paytm in 2013. Paytm has also acquired many local services startups, and it also acquired Shifu, which is a delhi-based consumer behavior prediction platform.

When it's coming to investments, In 2015, Paytm has invested \$5 million in auto- rickshaw accumulator and Jugnoo, which is a local delivery firm, by helping Jugnoo to scale up their operations and develop its driver efficiency across India.

Paytm has also invested in logistics startups named LogiNext and XpressBees in 2016. it has invested in healthcare startup, QorQL which uses Artificial intelligence and lot of big data which helps to enable the doctors to develop their productivity, quality in care and health of patients in 2017, April.

In 2017, July Paytm acquired a majority of stake in digital ticketing and many events platforms.

SPONSERSHIPS:

The firm that owns Paytm, One97 Communications, acquired the sponsorship rights of title for India's domestic and international cricket matches at home starting from August 2015, for 4 years in July 2015. The rights include sponsor branding of series with the title sponsor logo, designation as the title sponsor of the series, visibility at the stadium, and broadcast sponsorship rights. All the BCCI domestic matches of India are also included in these rights. Already, it had acquired 8th season sponsorship rights of Indian Premier League. Paytm has also dealt with Sony TV network (which telecast IPL rights and also the Mumbai Indians team official IPL partner) as an associate sponsor. Paytm became the Umpire IPL partner for 5 years in 2018, March.

FUNDING AND SHAREHOLDERS:

The paytm payments bank shareholders are mainly, AlibabaGroup with shareholding of 42.0%, Softbank with 20.0% shareholding, promoters and shareholders One97 communications Ltd with 38.0% shareholding of company.

The Sapphire Ventures invested \$10 million in One97 Communications Ltd in October, 2011.

Mountain Capital has helped Paytm in raising its funds in August, 2016; Mountain Capital is one of the Taiwan-based MediaTek's investments funds, which values of \$5 million.

In August 2018, Paytm got investment of \$356 million for 3-4% stake from Berkshire Hathway by confirming that Warren Buffett was not involved in that transaction.

PAYTM-MALL:

Paytm Mall app was started by Paytm in February 2017, which allows consumers to shop from 1.4 lakh registered sellers. China's largest B2C retail platform named as TMall, there the paytm got inspired and started Paytm Mall as B2C model, where their products must go through certification of Paytm and channels must ensure the trust of customers. Across India there are 17 fulfillment centres where Paytm Mall centres has centered and partnered with 40+ couriers. From Alibaba Group and SAIF Partners raised \$200 million in March 2018 by Paytm Mall. In the same year May, Placed a loss of Rs. 1,800 crore approximately with revenue of Rs. 774 crore for financial year 2018, where adding to it the market share of Paytm Mall discharged to 3 percent in that same year and 5.6 percent in 2017.

AWARDS AND RECOGNITIONS:

The Forbes leadership Awards has awarded the Paytm as Outstanding Startup of the Year in 2016.

PAYTM WALLET:

The tremendous development and growth have enjoyed by the mobile wallets and also the Paytm wallet, when Our Prime Minister Narendra Modi has declared the demonetization of notes Rs, 500 and Rs.1000. the demonetization in our country has made the necessity for common man who use smart phones as they have lack of cash in hand by pushing the likes of Paytm to the top of the user's mind.

By making the biggest digital payments platform in the whole country Paytm consists of over 150 million users, and also there are more users who are yet to use Paytm and its online wallet.

Paytm Wallet is the online payment mode which includes the money transactions, where the transfer of cash from customers bank account or credit card on the platform. Just the customer need to register with an email ID and mobile number for setting up a Paytm account and transfer cash to Paytm wallet. In one-month Rs.10,000 can be added to the wallet. If the customer want increase the limit, then can switch to KYC processor done, so that they can have up to Rs. 1 lakh in the wallet at any period of time. The following steps are involved in using the Paytm Wallet:

- Use a email ID and mobile number for logging into Paytm Wallet.
- Customer should add some money into the wallet to use net banking, debit or credit cards.
- Select the 'Pay or Send' options to transfer the money.
- By scanning a QR code, customers can make payments to others bank accounts.
- Customers can send money to another Paytm user through their phone number

When it is digital or online, everyone thinks about the security,But in the case of Paytm, which is RBI approved wallet tell that the way you put the money into your wallet in the same way it will keep the money, which will be "protected under Escrow account with a reputed bank." The Veri-Sign certified 128-bit technology was used by Paytm that means the flow which is used in transactions

of secret is 128-bits and also doesn't reveal the password contents or lengths. The credit card data is not saved in the unencrypted form because it uses the platform PCI DSS 2.0 which is certified.

Even though the Paytm is the top player in these online payments or digital space, the other players like Freecharge, Mobikwik, PayUMoney, Ola Money they are the other names which are featured differently in the same segment - owned by Snapdeal are not so far behind either of them.

CHAPTER- II

REVIEW OF LITERATURE:

In 2006, the study on “Exploring Consumer Adoption of Mobile Payments – A Qualitative study by Niina Mallat, an imperial data was collected from 6 group sessions by taking interviews , from Finland, metropolitan area, from his study, the findings of the study concluded that, the new mobile technology such as time saving, place independent payments, avoiding rush queues, achieving those cash payments and remote, all over access to payment services etc., has made the customers to use the mobile payments.

In the paper, the role of Demonitization and the role of Electronic Payment System, by Manpreet Kaur in 2017, this study has concluded that cashless transactions is increasing its growth day by day, as soon the market becomes globalised and banking sector has more growth, the customers move from cash to cashless system, it became not only a requirement but also a need of present society. Because cashless transactions are not only safer but also less time consuming, by creating trouble of wear and tear and carrying like paper money. And also all the transactions are recorded. So, it is clear that the future is cashless transaction system.

In 2016, Rajesh Krishna Balan, Narayan Ramasubbu Giri Kumar Tayi, in their study “Digital Wallet: Requirements and Challenges” discussed about the requirements and challenges of using mobile wallets nationally, its solution in Singapore, and why Singapore is ready to use digital wallet and also explained the important challenges in building and developing a digital wallet with their proposed solution in their study.

In the paper, “Mobile wallet- An upcoming trend in business transactions” by Dr. Poonam Painuly, ShaluRathi in May 2016, has discussed about the Role of mobile wallet, its types, and trends, also about the different sectors where mobile wallets playing role in Retails, Banks, and Hospitality. The study explains about the importance of mobile wallet for customers, companies and banks. This study conclude through their findings was the presence and usage of mobile wallet will

be increased in future from urban to rural areas because of they contribute to the seamless shopping of customers and also for increasing tendency for regular and repurchases with satisfying experiences, makes mobile wallet a latest marketing channel in future trends.

In paper, “Recharging: the Right Way?? A Casestudy on e-payment giants: Free charge & Paytm” by Dr. Karminder Ghuman and CS Shruthi Srivastava , in their study the readers were asked about emerging industries dependent on internet, whether it is a better strategy to implement a unique positioning by offering single service or multiple services by reducing risk and increasing the transactions and it’s valuation? And by comparing to the Paytm and Free charge as they provides the emplaning opposite approaches to find out which is the better one.

In the paper Key Pousttchi and Dietmar G.Widemann in their paper “WHAT INFLUENCES CONSUMERS - Intention in use of mobile payments” in 2008 study was based on what influences the customers to use mobile payments and also what made them to adopt the mobile payments mode, and founded that security is not a term or a key which drives customers to use mobile payments, the results shown by them were the trust and confident about the payment details of the customer’s accounts are correlated strongly, the Performance, Expectancy, Effort expectancy and Social influencing are the four important variables which they found directly impacting the customers attention and intention to use mobile payments.

CHAPTER-III

RESEARCH OF METHODOLOGY:

NEED FOR THE STUDY:

The purpose of this study is to understand the customer behavior towards the paytm payments bank and also the satisfaction of customers about the services provided by the paytm payments bank.

SCOPE OF THE STUDY:

- The scope of this study is to know the customer perception about the paytm payments bank.
- This study will help the company to improve their services and also reach to the customer expectations about their services.

OBJECTIVES OF THE STUDY:

- To study the customer preference on payment banks.
- To study the satisfaction levels of services provided by paytm payments bank.

METHODOLOGY:

This study is quantitative in nature, the research work of this study involves both primary data and secondary data which consists with a sample size of 100 respondents.

DATA COLLECTION TECHNIQUE:

PRIMARY METHOD: This technique involves the data collected directly by the researches through surveys, experiments, interviews.

SECONDARY METHOD: This technique involves the data which is already published in newspapers, magazines, journals, books etc.

SAMPLE SIZE:

A population of 100 respondents is taken as sample size for this study.

SAMPLE METHOD:

The study involves CONVENIENCE SAMPLING METHOD.

STATISTICAL TOOL:

Chi-square analysis is done for the data collected on the basis of SPSS software.

LIMITATION OF THE STUDY:

1. The responses are limited to the payments bank users.
2. The responses are limited to Hyderabad, Telangana.

CHAPTER-IV

DATA ANALYSIS

1) Age:

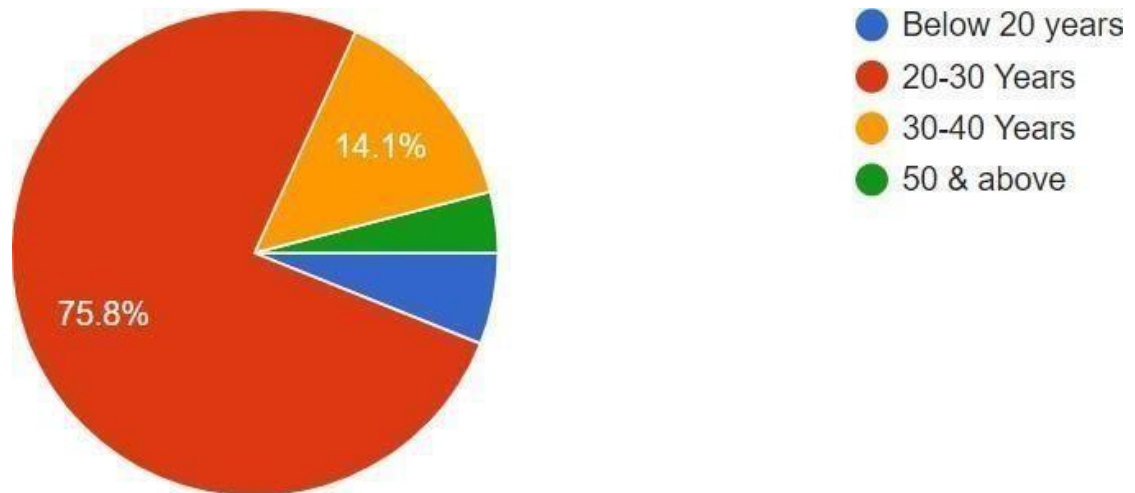


Figure: - Age.

Analysis:

- As shown in above chart, the 75.8% of respondents are of 20-30years of age, where 14.1% respondents are of 30-40years and others 6% are of below 20years and 4% are of 50& above age.

2. Occupation:

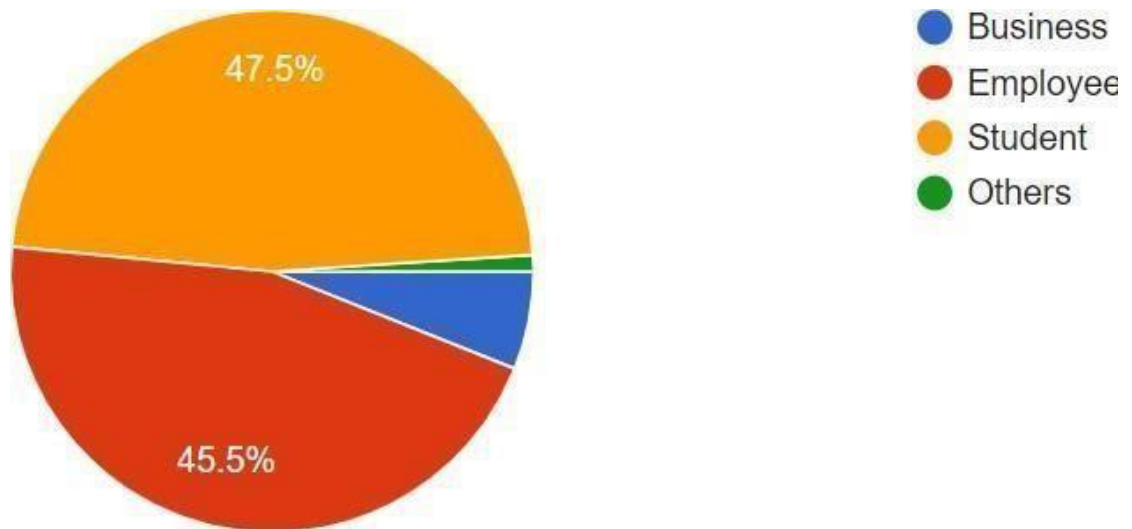


Figure: - Occupation.

Analysis:

As shown in the above chart, the 47.5% of respondents are of student, 45.5% respondents are of employees and others 6% are of business and other 1% of occupations.

3. Gender:

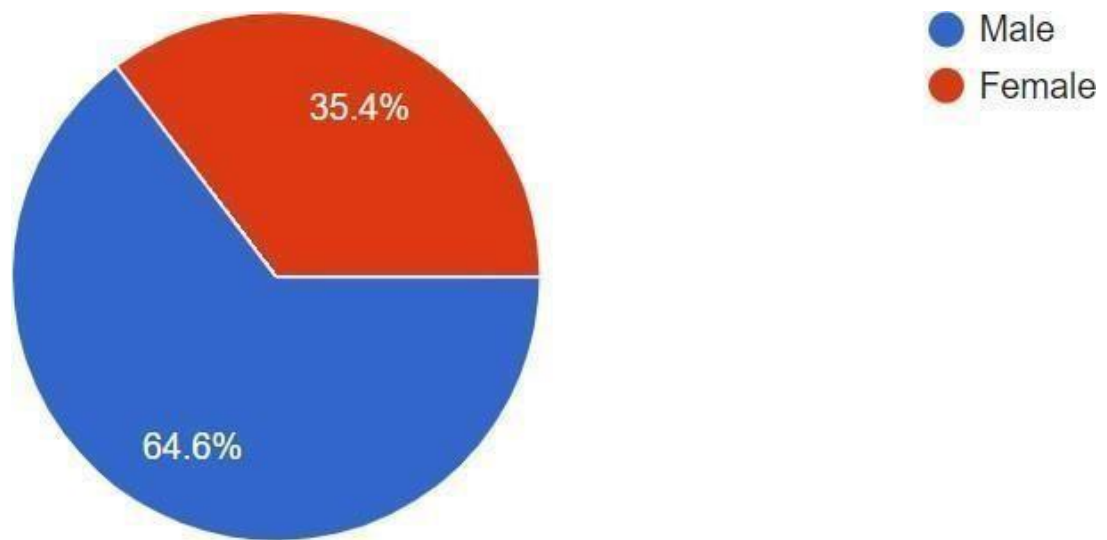


Figure: - Gender.

Analysis:

- As per the above chart, 64.6% of respondents are of male and 35.4% of respondents are of female.

4. Income:

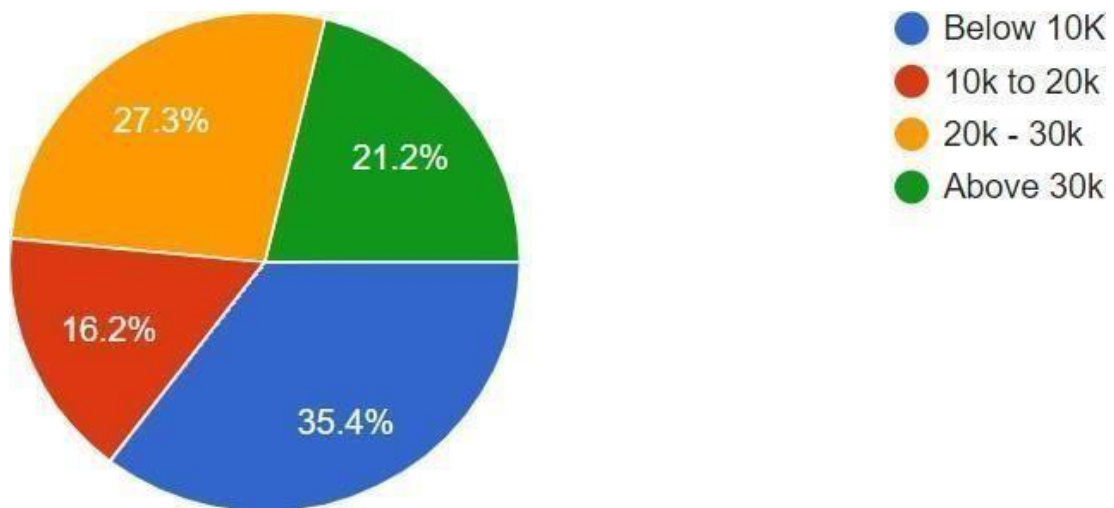


Figure: - Income.

Analysis:

- As shown in the above chart, the 35.4% of respondents are of below 10k income, 27.3% of respondents are of 20k-30k income and others 21.2% respondents are above 30k, 16.2% are of 10k-20k income.

5. Do you know about payments banking?

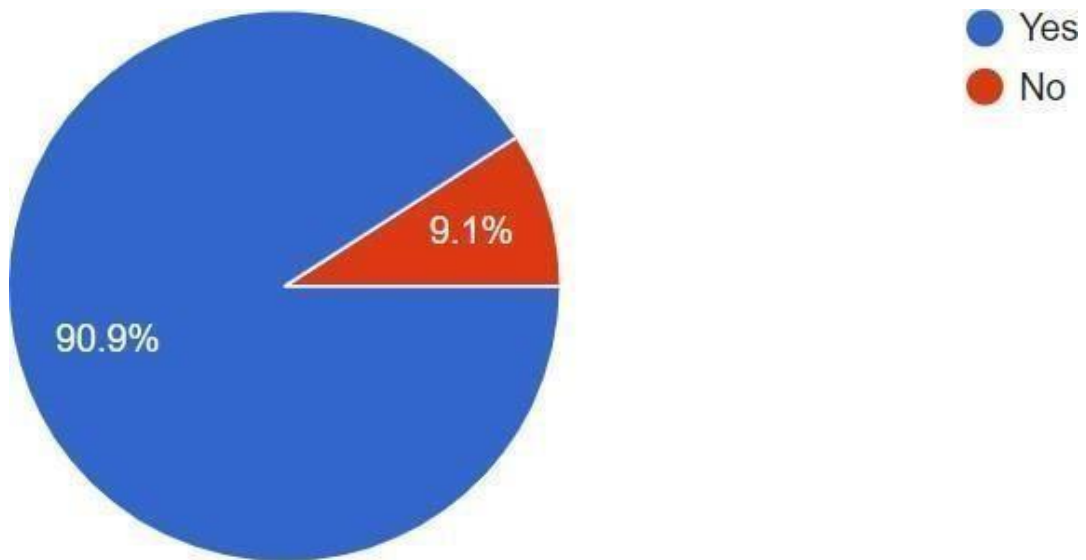


Figure: - Know about payment banking.

Analysis:

- As per the above chart, the 90.9% respondents are using payments banking and 9.1% are non-users of payments banking.

6. If yes, you are customer of which bank?

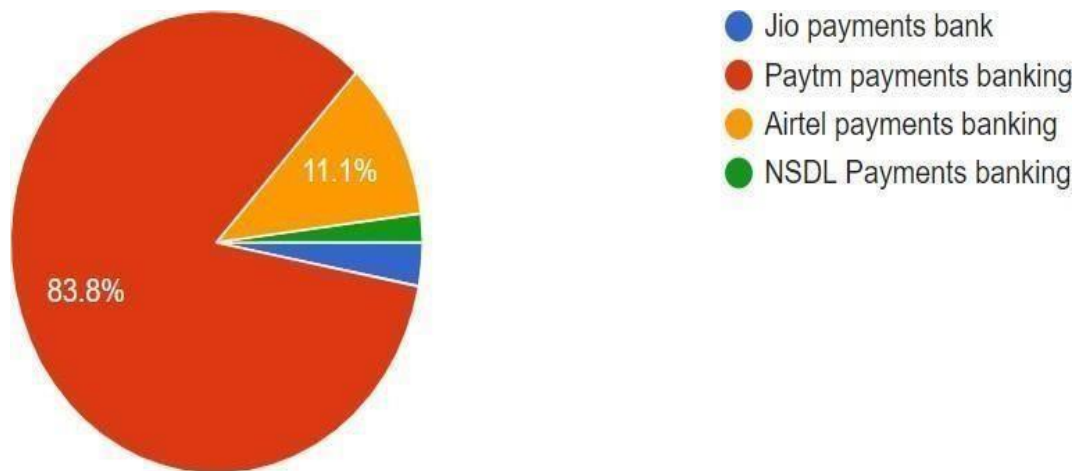


Figure: - Customer of which bank.

Analysis:

- As per the above chart, the 83.8% respondents are of paytm payments bank users, 11.1% respondents are of airtel payments bank and others 3% are of jio and 2% of NSDL payments banking.

7. Do you have account in Paytm payments bank?

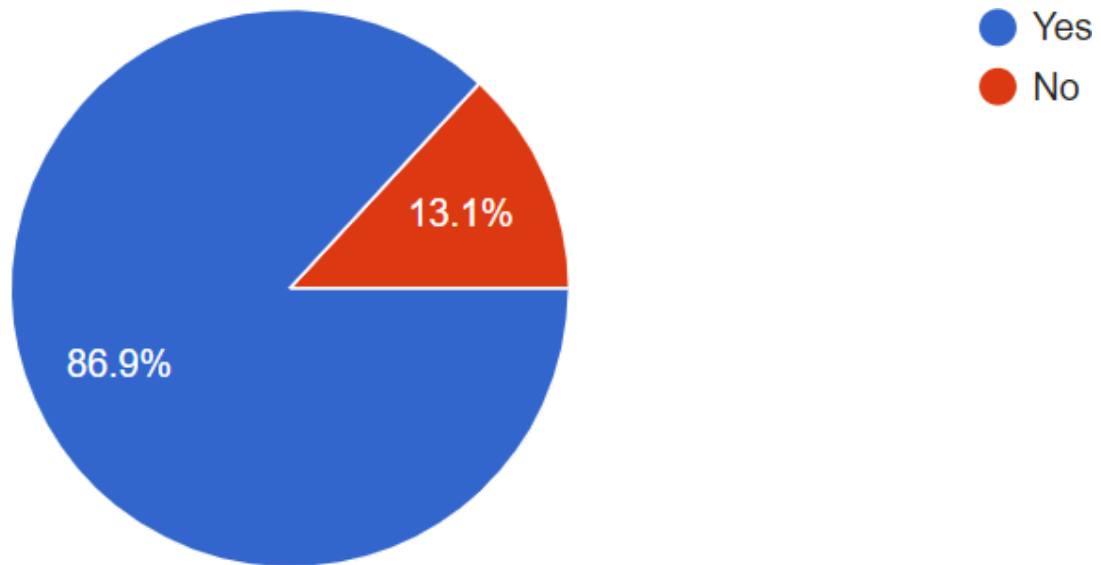


Figure: - Having Paytm payments bank.

Analysis:

- As per the above chart, the 86.9% of respondents are users of Paytm payments bank, and 13.1% of respondents are not using the Paytm payments bank.

8. Since how many days you are using Paytm payment bank account?

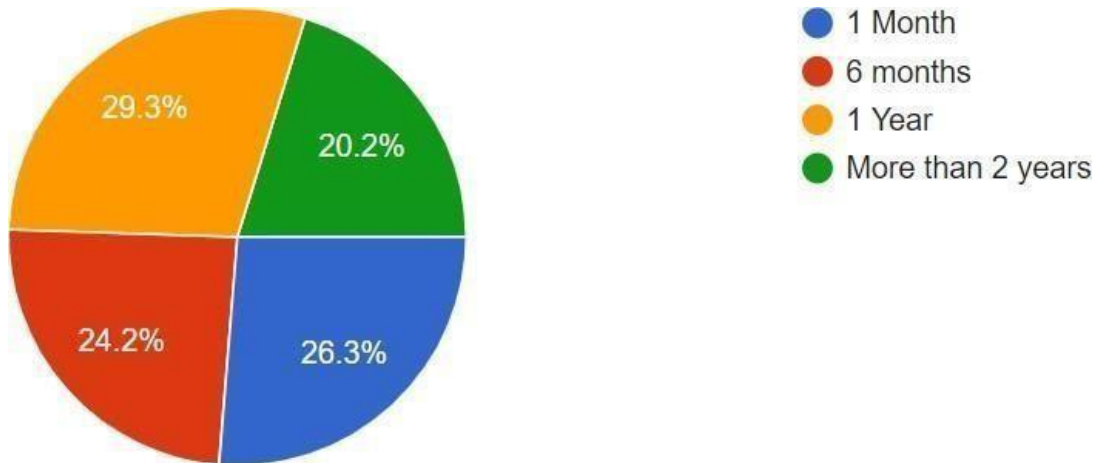


Figure: - How many days are you using it.

Analysis:

- As per the above chart, the 29.3% of respondents are using from 1 year, 26.3% of respondents are using from 1 month and 24.2% are using from 6 months, 20.2% are using from more than 2 years.

9. Which type of account are you using in Paytm payment bank?

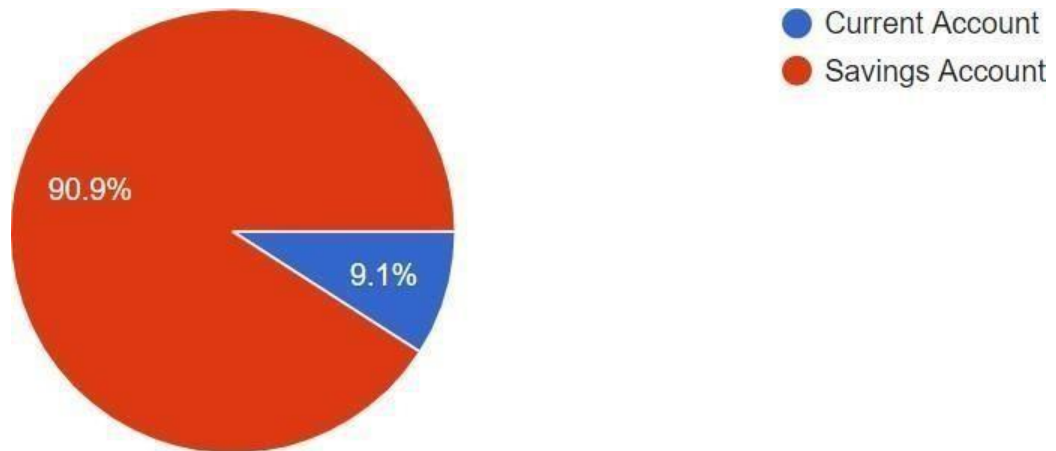


Figure: - Type of accounts

Analysis:

- As per the above chart, the 90.9% of respondents are using savings account and 9.1% of respondents are using current account.

10. Do you prefer to use the debit card facility of Paytm payments bank?

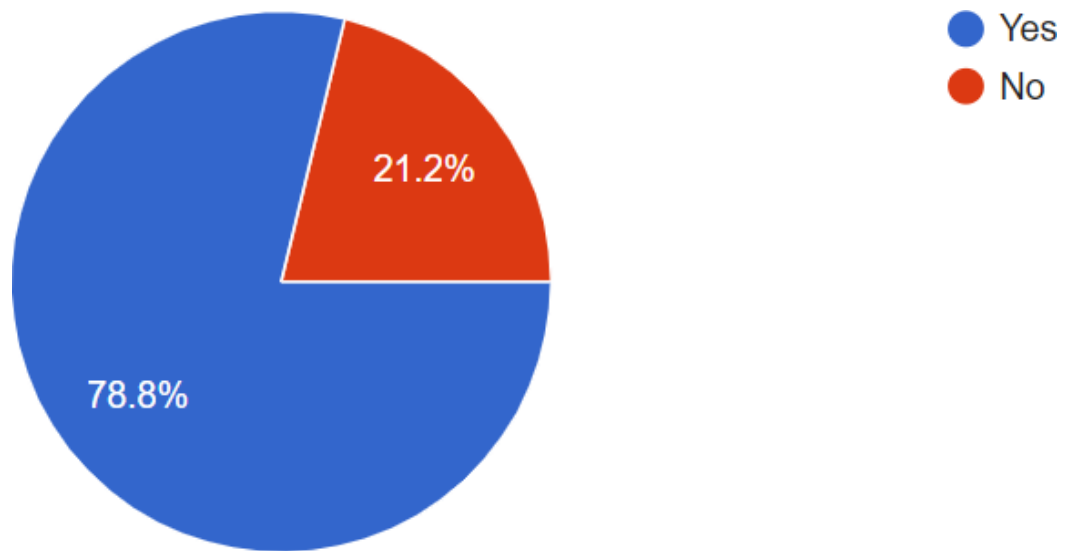


Figure: - Use of debit card.

Analysis:

- As per the above chart, the 78.8% of respondents prefer to use debit card facility and 21.2% of respondents do not prefer.

11. If yes, are you satisfied by the debit card facility provided by the Paytm payments bank?

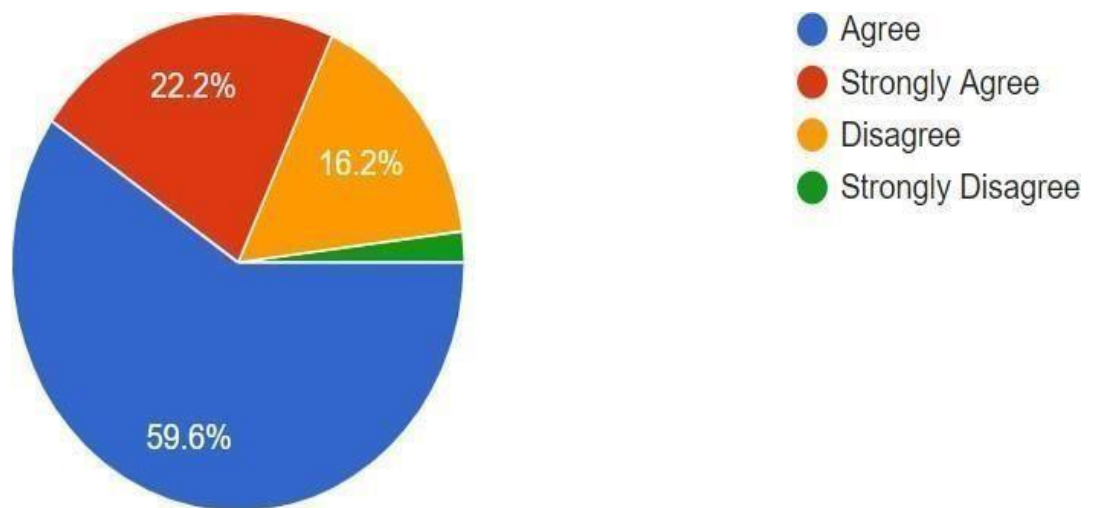


Figure: - Debit card facility.

Analysis:

- As per the above chart, the 59.6% of respondents are satisfied by the debit card facility, 22.2% are strongly agreeing to the statement, and 16.2% of respondents are not satisfied with the debit card facility, 2% are strongly disagreeing the statement.

**12. Do you prefer to use the Paytm payment bank on dailybasis
(Example: Scanning Code, Mobile transfers etc.)?**

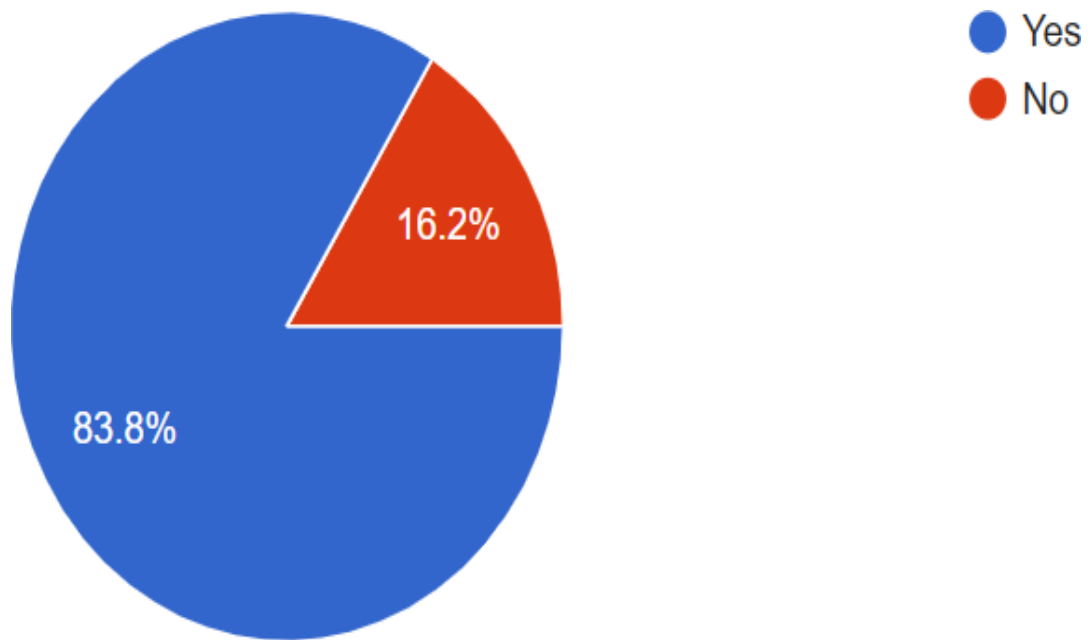


Figure: - Using of paytm payments bank on daily basis.

Analysis:

- As per the above chart, the 83.8% of respondents prefer to use Paytm payment banking on daily basis and 16.2% of respondents do not prefer.

13. Why did you chosen the Paytm payments banks?

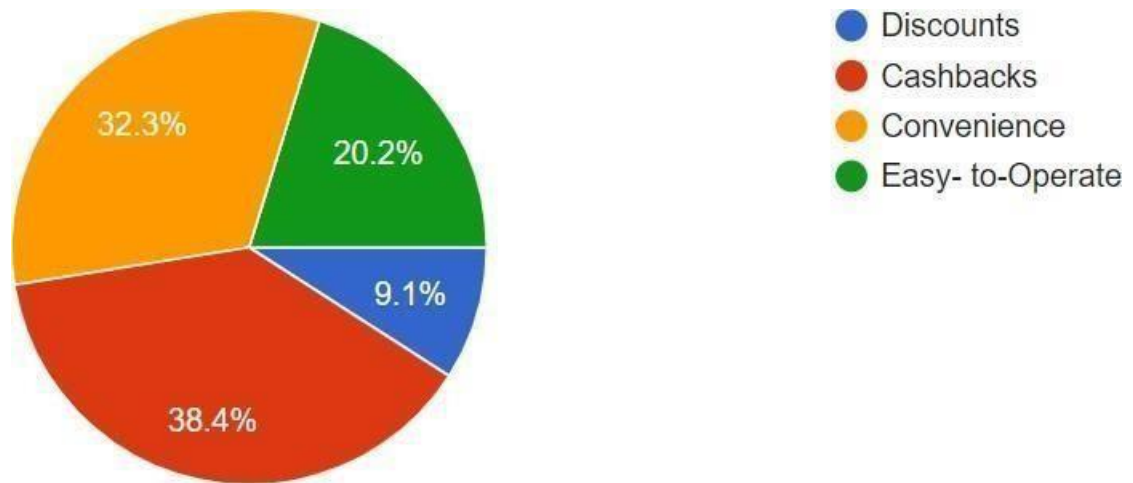


Figure: - Choosing of Paytm payments bank.

Analysis:

- As per the above chart, the 38.4% of respondents chosen paytm payments bank for cash backs, 32.3% of respondents chosen for convenience and 20.2% chosen for easy-to-operate and 9.1% chosen for discounts.

14. Do you have interest in fixed depositing of Paytm payments bank?

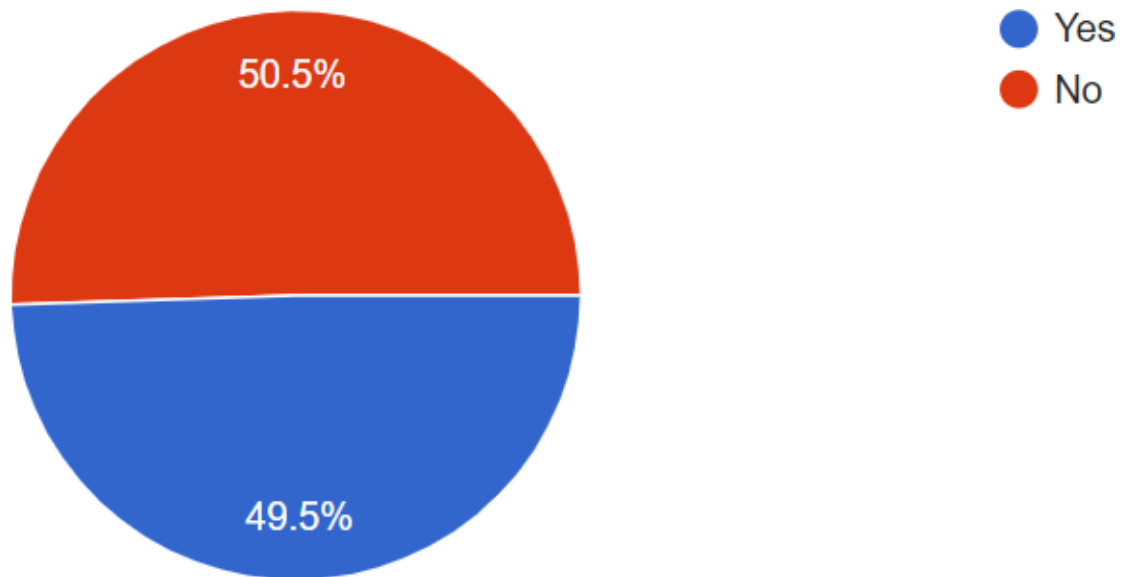


Figure: - Interest in fixed depositing.

Analysis:

- As per the above chart, the 50.5% of respondents interested in fixed depositing and 49.5% of respondents are not interested.

15. Are you satisfied with UPI service provided by Paytm payments bank?

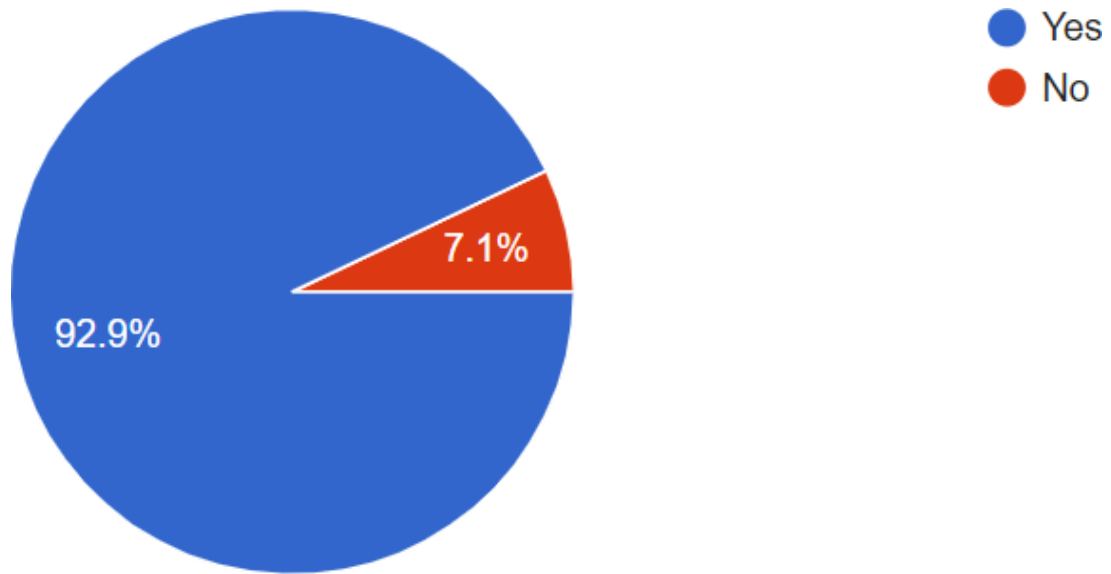


Figure: - UPI service.

Analysis:

- As per the above chart, the 92.9% of respondents are satisfied with UPI service and 7.1% are not satisfied.

16. Rate the cyber-security measures provided by Paytm payments bank?

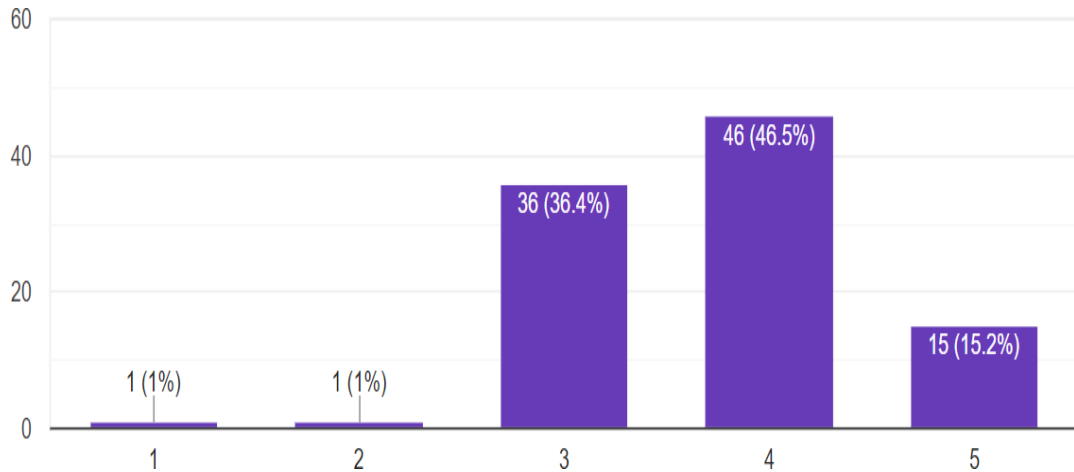


Figure: - Cyber security measures.

Analysis:

- As per the above chart, the 46.5% of respondents rated 4 on the scale of 5 for cyber-security measures, 36.4% of respondents have rated 3, 15.2% have rated 5 and 1% of respondents rated 1 and 2 on scale of 5.

17. Rate your overall experience with the Paytm payments bank?

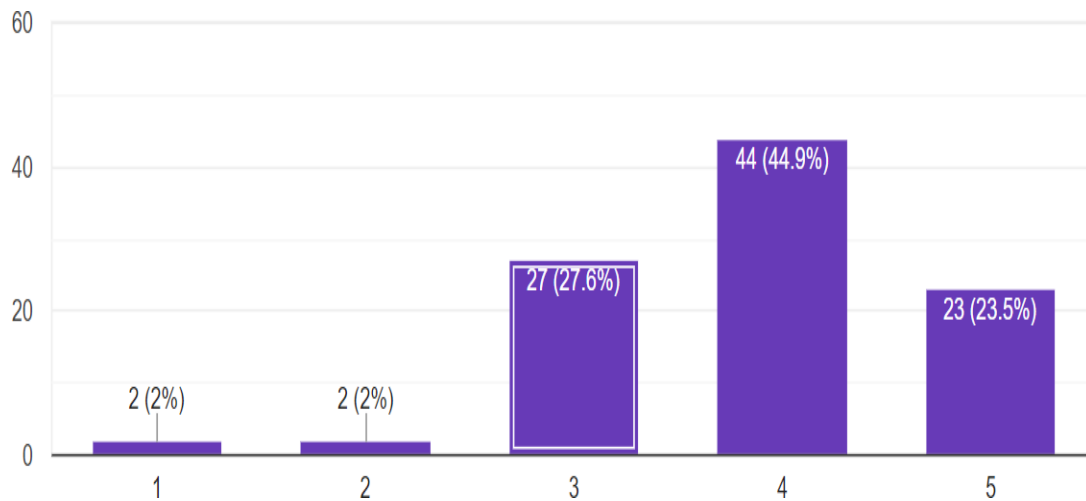


Figure: - Overall experience of Paytm payments bank.

Analysis:

- As per the above chart, the 44.9% of respondents rated 4 about their overall experience with paytm payments bank, the 27.6% of respondents rated 3 and 23.5% of respondents rated 5 and 2% rated 1 and 2 on the scale

Age @ 6Do you know about payments banking?

Crosstab

Count

	@6Doyouknowaboutpayme ntsbanking		Total
	No	Yes	
20-30 Years	5	70	75
30-40 Years	2	12	14
Age 50 & above	1	3	4
Below 20 years	1	5	6
Total	9	90	99

Chi-Square Tests

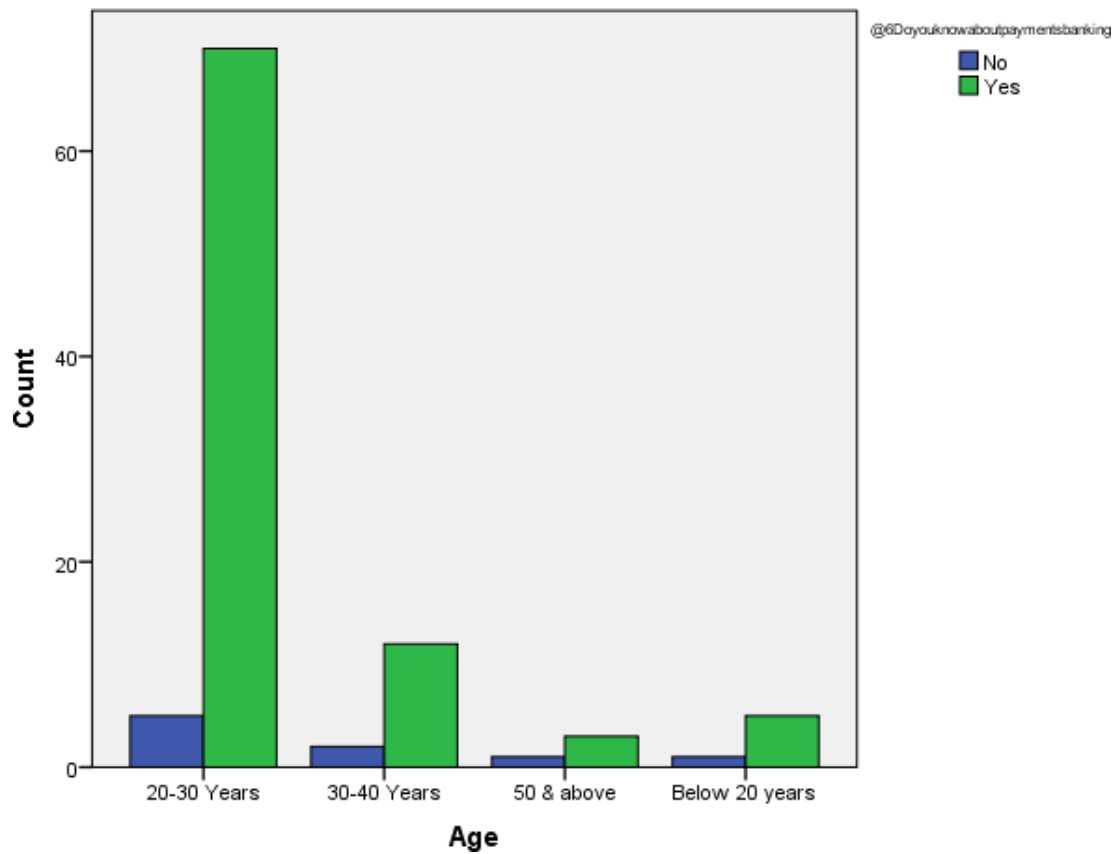
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.632 ^a	3	.452
Likelihood Ratio	2.190	3	.534
N of Valid Cases	99		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.163	.452
	Cramer's V	.163	.452
N of Valid Cases		99	

Bar Chart



Crosstab

Count

	@7IfYesYouarecustomerofwhichbank			
	Airtel payments banking	Jio payments bank	NSDL Payments banking	Paytm payments banking
20-30 Years	7	1	2	65
30-40 Years	3	0	0	11
Age 50 & above	1	0	0	3
Below 20 years	0	2	0	4
Total	11	3	2	83

Chi-Square Tests

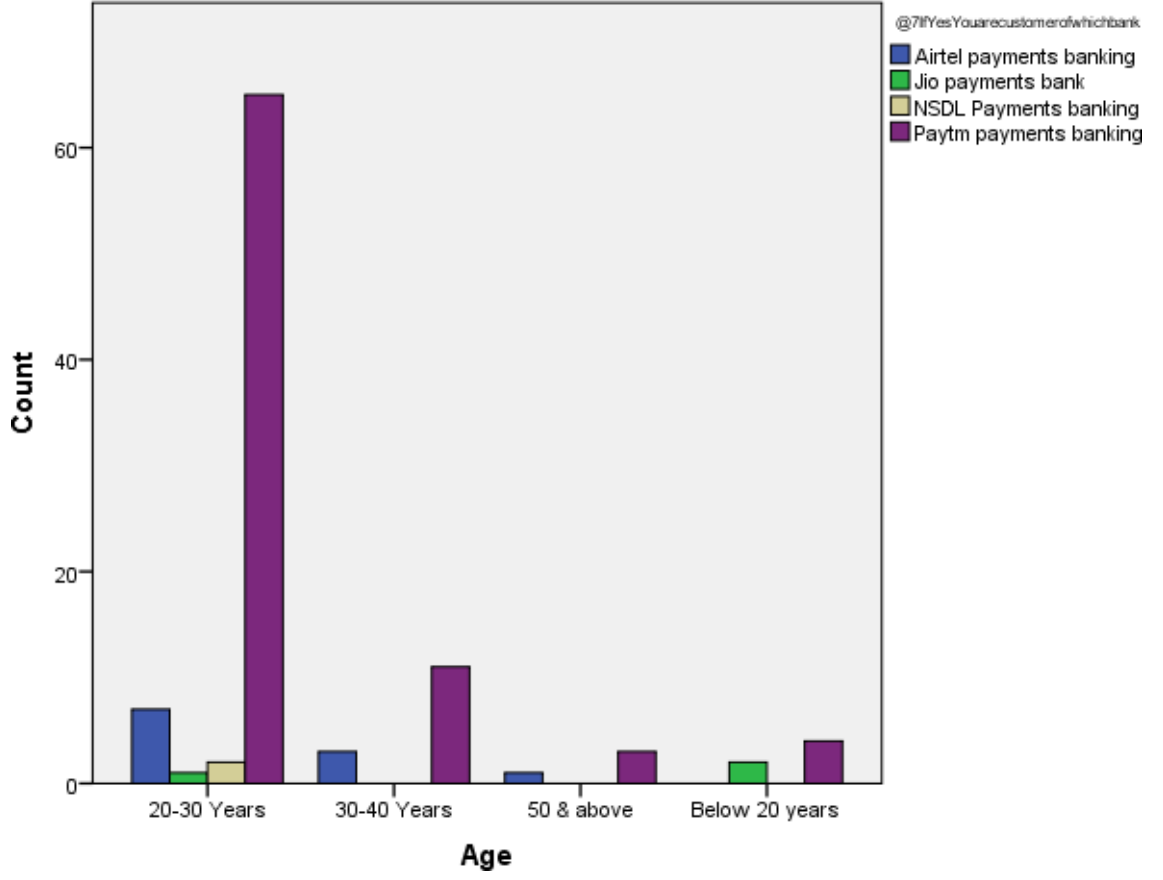
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.362 ^a	9	.005
Likelihood Ratio	12.566	9	.183
N of Valid Cases	99		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

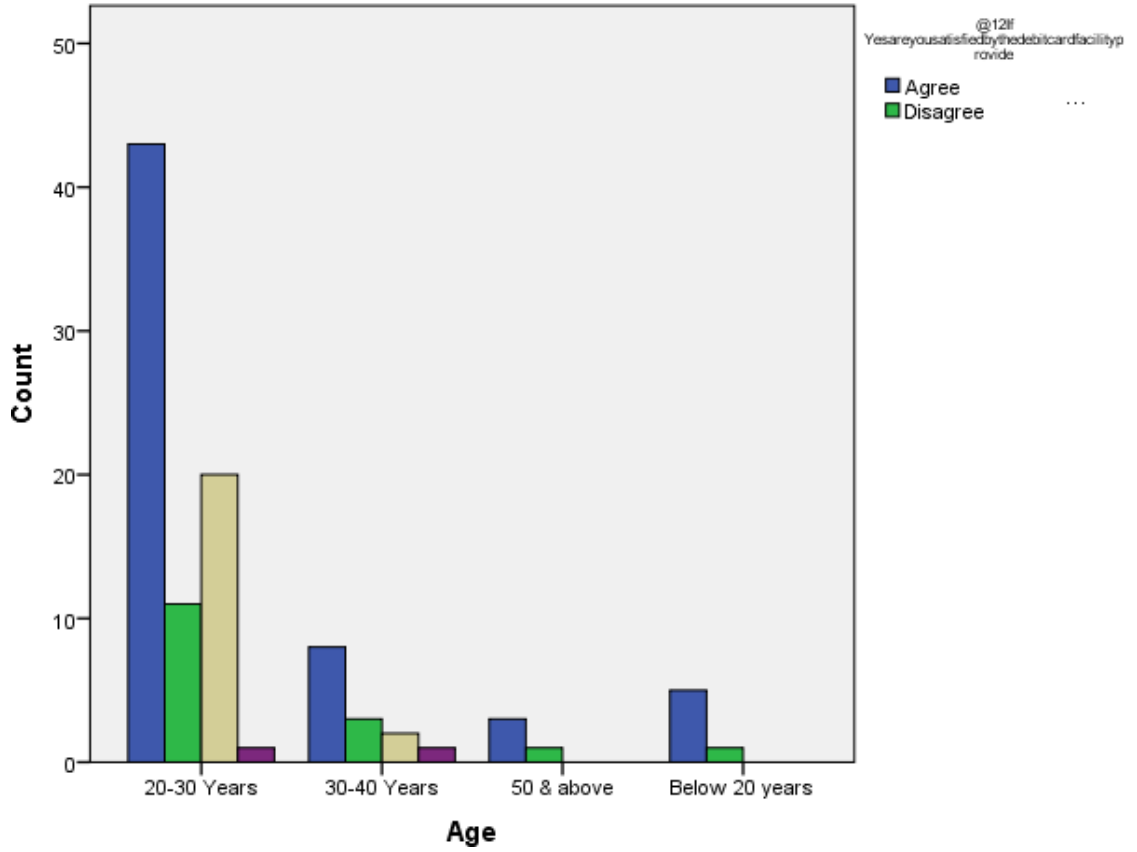
Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.486	.005
Nominal by Nominal Cramer's V	.280	.005
N of Valid Cases	99	

Bar Chart



Bar Chart



Age * @13Doyouprefertousehepaytmentbankondailybasis

Crossta

count

	@13Doyouprefertousehepaytmentbankondailybasis		Total
	No	Yes	
20-30 Years	13	62	75
30-40 Years	2	12	14
Age 50 & above	1	3	4
Below 20 years	0	6	6
Total	16	83	99

Chi-Square Tests

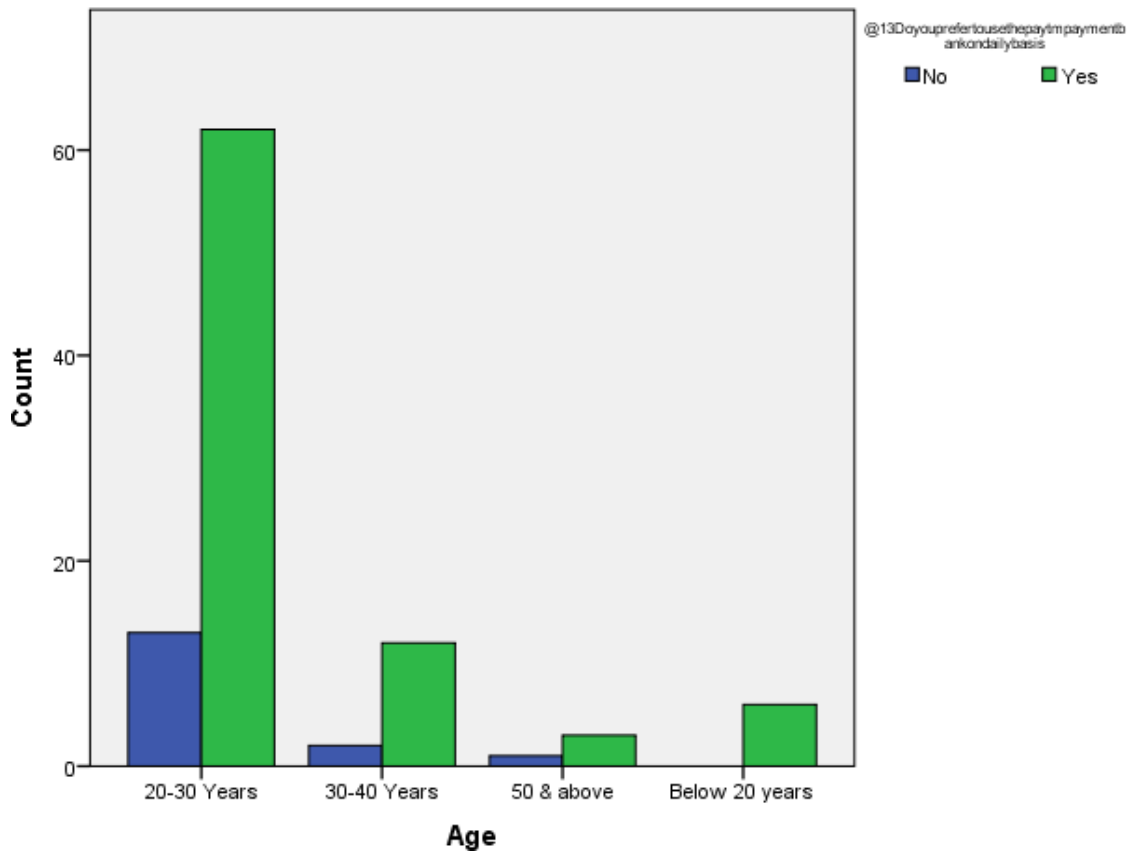
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.500 ^a	3	.682
Likelihood Ratio	2.432	3	.488
N of Valid Cases	99		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .65.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.123	.682
	Cramer's V	.123	.682
	N of Valid Cases	99	

Bar Chart



Age * @14Whydidyouchosenthepaytmpaymentsbanks

Crosstab

Count

	@14Whydidyouchosenthepaytmpaymentsbanks				Total
	Cashbacks	Convenience	Discounts	Easy- to-Operate	
20-30 Years	30	20	7	18	75
30-40 Years	5	9	0	0	14
Age 50 & above	1	2	1	0	4
Below 20 years	2	1	1	2	6
Total	38	32	9	20	99

Chi-Square Tests

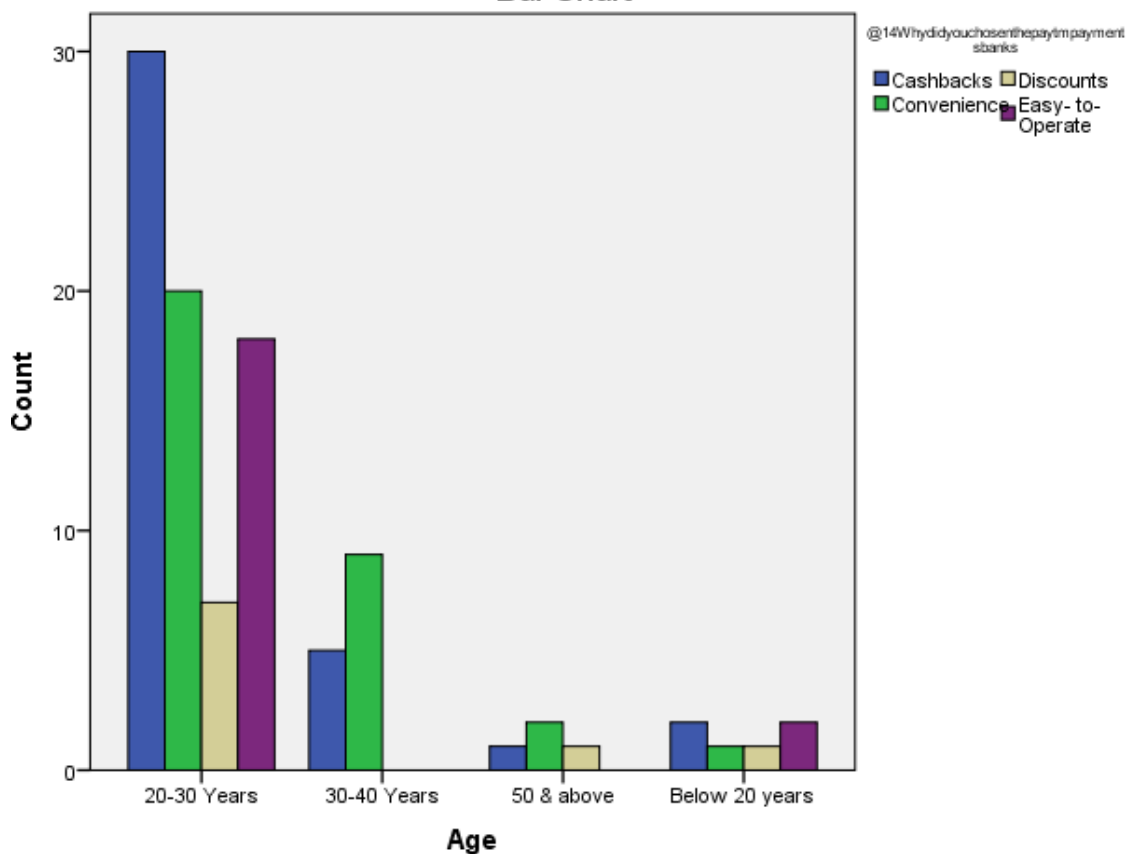
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.767 ^a	9	.131
Likelihood Ratio	17.242	9	.045
N of Valid Cases	99		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by	Phi	.373	.131
Nominal	Cramer's V	.215	.131
N of Valid Cases		99	

Bar Chart



Age * @17Rateofcybersecuritymeasuresprovidedbypaytm payments

Crosstab

Count

		@17Rateofcybersecuritymeasuresprovidedbypaytm payments					Total
		1.0	2.0	3.0	4.0	5.0	
Age	20-30 Years	1	1	27	34	12	75
	30-40 Years	0	0	7	7	0	14
	50 & above	0	0	2	2	0	4
	Below 20 years	0	0	0	3	3	6
Total		1	1	36	46	15	99

Chi-Square Tests

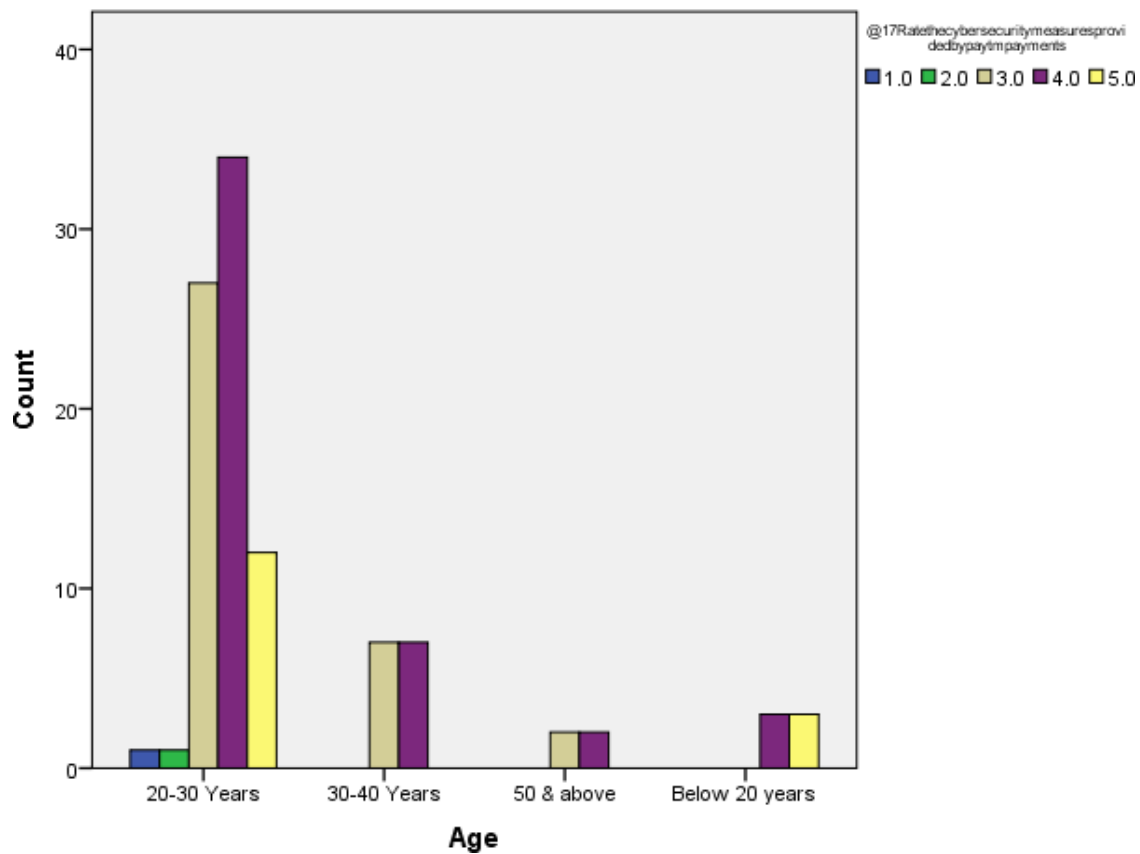
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.402 ^a	12	.495
Likelihood Ratio	14.855	12	.249
N of Valid Cases	99		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by	Phi	.339	.495
Nominal	Cramer's V	.196	.495
N of Valid Cases		99	

Bar Chart



Age * @18RateyouoveralllexperiencewiththePaytmpaymentsbank

Crosstab

Count

	@18RateyouoveralllexperiencewiththePaytmpayme ntsbank					Total
	1.0	2.0	3.0	4.0	5.0	
20-30 Years	2	2	18	32	21	75
30-40 Years	0	0	5	8	1	14
Age 50 & above	0	0	2	2	0	4
Below 20 years	0	0	2	2	2	6
Total	2	2	27	44	24	99

Chi-Square Tests

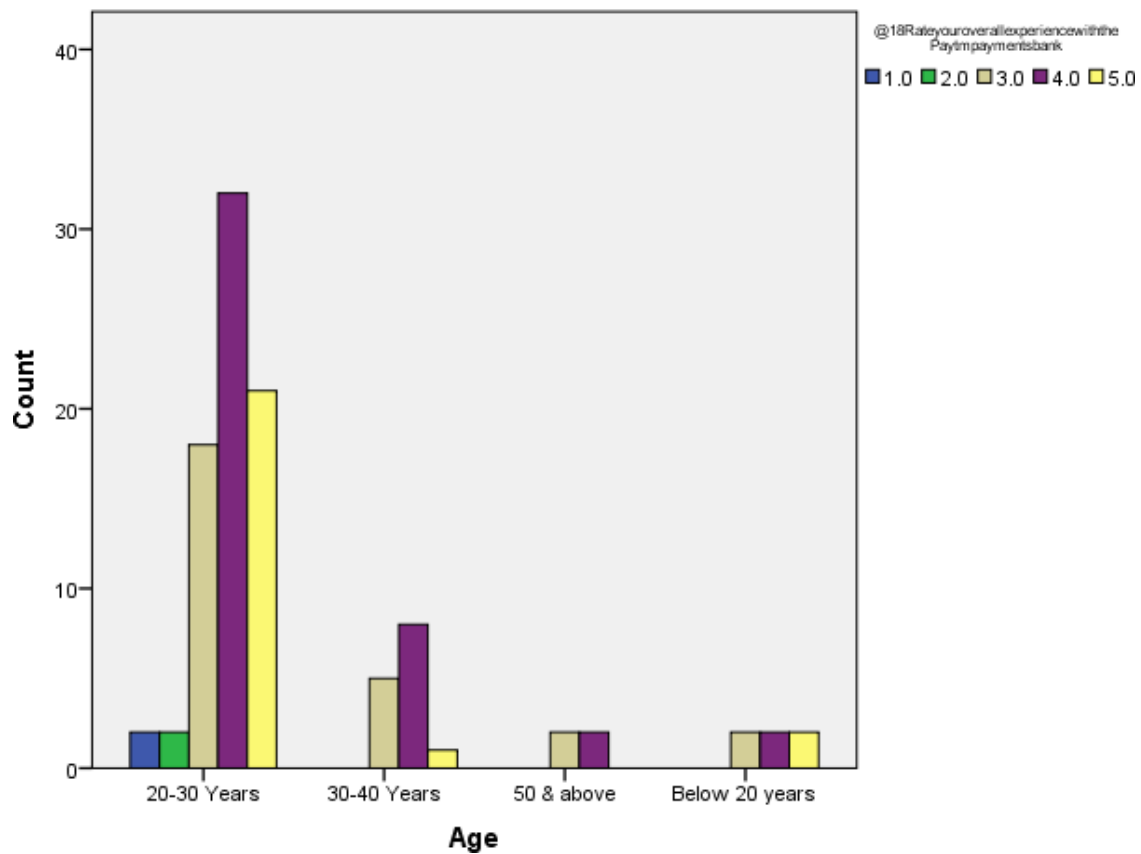
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.834	12	.868
Likelihood Ratio	9.154	12	.690
N of Valid Cases	99		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.263	.868
	Cramer's V	.152	.868
N of Valid Cases		99	

Bar Chart



CHAPTER-V

FINDINGS:

According to the data analysis, following findings are made:

- The 75.8% respondents are 20-30 years of age.
- The 90% are using payments banking.
- 83% of customers are using paytm payments banking.
- The 29.3% are using payment payments bank from 1 year and 26% are from 6months.
- The 90% are of saving account users in paytm payments bank.
- 56% are satisfied with the debit card service of paytm payments bank.
- 38% are using the paytm for cash backs.
- 50% are showed interest in e-fixed deposits.
- 90% are satisfied with the UPI service.
- Less than 50% i.e 46% are satisfied with the cyber security service.

SUGGESTION:

From the following findings the following suggestions are made:

- It is suggested that, 78.8% of respondents are preferred with the debit card facility, but satisfied customers are 59.6% only, so, paytm payments bank can fulfil the gap by increasing more facilities of debit card.
- The 38.4% of respondents are using paytm payments bank for cashbacks; in present scenario giving cash backs is not profitable to the bank, so it must improve in easy-to-operate facility.
- The 50.5% have showed the interest on fixed deposits, so it is suggested that the bank can initiate more number of plans to attract the more number of customers.
- The 46.6% are given 4 rating on the scale of 5 for cyber security measures by paytm payments bank, so it is suggested that to improve the cyber security measures, which will help to increase the confidence in customers for banking.
- The 90.9% are using savings account, it is suggested that paytm payments bank must improve the current account holdings, so that bank can make more profits.

CONCLUSION:

In conclusion it can be said that, there are more number of customers for paytm payments bank, so if the bank does more improvements in its services like UPI, debit card, fixed deposit, savings account facilities and cyber security measures, as almost 90% of the customers are satisfied and chosen paytm payments bank because of those services so, if the bank provide more benefits to the customers, it can make more profits in future.

BIBLIOGRAPHY:

1. Digital payments Book Part-1 by Jaspal Singh, New Century Publications (1st November, 2019).
2. Introduction to Online payments Risk Management, by OhadSameet.
3. https://en.wikipedia.org/wiki/Paytm#Paytm_Payments_Bank
4. https://en.wikipedia.org/w/index.php?cirrusUserTesting=glent_m0&search=online+payments+bank&title=Special:Search&go=Go&ns0=1
[Category: Payments banks - Wikipedia](#)
6. [Study of Consumer Perception of Digital Payment Mode | OpenAccess Journals](#)
7. [Payment Banks in India](#)
8. <https://www.slideshare.net/priyankthada3/customer-perception-towards-banking-services>
9. <https://paytm.com/>
10. <https://www.paytmbank.com/home>
11. <https://ibsintelligence.com/ibs-journal/ibs-news/paytm-payments-bank-profitable/>
12. <http://www.iosrjournals.org/iosr-jbm/papers/Conf.17037-2017/Volume-7/12.%2060-66.p>
13. <https://paytm.com/paytmwallet>

APPENDIX: A (QUESTIONNAIR)

1) Name?

2) Age?

a) Below 20 years.

b) 20 – 30 years.

c) 30 – 40 years.

d) 50 & above.

3) Occupation?

a) Business.

b) Employee.

c) Student.

d) Others.

4) Gender?

a) Male.

b) Female.

5) Income?

- c) Below 10k.
- d) 10k to 20k.
- e) 20k to 30k.
- f) Above 30K

5) If Yes, You are customer of which bank?

- a) Jio payment bank.
- b) Paytm payment bank.
- c) Airtel payment bank.
- d) NDSL payment bank.
- e) Others.

6) Do you have account in Paytm payments bank?

- a) Yes.
- b) No.

7) Since how many days you are using paytm payment bank account?

- a) 1 months.
- b) 6 months.
- c) 1 year.
- d) More than 2 years.

8) Which type of account are you using in paytm payment bank?

- a) Saving account.
 - b) Current account.
- 9) Do you prefer to use the debit card facility of paytm payments bank?
- a) Yes.
 - b) No.
- 10) If Yes, are you satisfied by the debit card facility provided by the paytm payments bank?
- a) Agree.
 - b) Strongly agree.
 - c) Disagree.
 - d) Strongly disagree.
- 11) Do you prefer to use the paytm payment bank on daily basis(Example: Scanning Code, Mobile transfers etc.) ?
- a) Yes.
 - b) No.
- 12) Why did you chosen the paytm payments banks?
- a) Discounts.
 - b) Cashback.
 - c) Convenience.
 - d) Easy- to-operate.
- 13) 15. Do you have interest in fixed depositing of paytm payments bank?

a) Yes.

b) No.

14) Are you satisfied with UPI service provided by paytm payments bank?

a) Yes.

b) No.

15) Rate the cyber-security measures provided by paytm payments bank?

- Rate 1 to 5.

16) Rate your overall experience with the Paytm payments bank?

- Rate 1 to 5.





Interacting with customers and collecting data at where mobile payments are accepting.